

A Summary of the Madison Region's Quality of Life Indicators



A Project of the
Thrive Quality of Life Committee
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Our vision: To grow the Madison Region's economy in ways that preserve and enhance quality of life.

To help achieve Thrive's vision, in 2008 the Thrive Quality of Life Committee launched a regional survey effort to identify the quality of life issues of importance to residents in the Madison Region. This report serves as the foundation for the development of an annual report on the **STATE OF THE REGION**. This next phase of work is already underway to identify which quality of life indicators can be quantified and tracked and what other indicators exist that greatly influence these key quality of life issues for the region. With its introduction in August and full completion in December of 2008, the **STATE OF THE REGION** will bring traditional economic indicators together with quality of life indicators for a unique set of metrics that will help guide and monitor the long-term impact of our region's collective efforts.

A quick review of the indicators in this report indicates a high quality of life overall for the region. There is also a strong indication that we have much more in common across the region than we have differences. But a little deeper look shows that not all sub-groups across the population experience that same level of quality in their lives. Further efforts with targeted focus groups might be useful to understand the differences between residents based on age, gender, race/ethnicity, income levels, rural/urban, sexual orientation, etc.

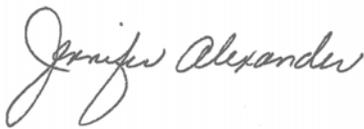
The following findings from the survey and available data highlight a few strengths and a few opportunities.

- *Health insurance coverage* - 92% of respondents reported having health insurance in the past year, and 7 of our 8 counties report coverage rates higher than the state average of 89%.
- *Receiving healthcare when needed* – 90.8% of all survey respondents were able to receive healthcare when they needed it. This was more of an issue for the non-white population with 22.2% of the non-white survey respondents indicated that they had experienced challenges in the past year (compared to 8.6% for all races).
- *High school graduation* - In 2006, the 90.7% rate for the region was slightly higher than the state average of 89.6%, and 76% of the schools in the region were higher than the state average.
- *Income* – With a per capita personal income (PCPI) of \$35,296 for the Madison region and a 5 year growth rate of 17.2%, we were higher and outpaced both the state and the nation for the 2000-2005 period.
- *Employment growth* - The Madison Region has outpaced the state and the nation in employment growth for the past 35 years.
- *Land use planning and preservation* - A slight majority (59.3%) of survey respondents indicated the need for more restrictive land use planning and 73% felt we need to preserve more agricultural lands.



- *Poverty* - The 2005 regional poverty rate was 9.2%, lower than the state's 10.2%, however 87.5% of the survey respondents indicated a level of concern about the number of individuals living in poverty.
- *Voter participation* - In the fall of 2006, the Madison Region's voter participation varied by county from a high of 58.1% to a low of 36.2%, for an average of 51.4% almost identical to the state average of 51.5%.
- *Transportation* - Approximately 57% were satisfied with transportation investments, though 60.7% of respondents indicated expressed an interest in seeing improvement in mass transit options.

We are pleased to offer this report to highlight what we care about in the region and for bringing us one step closer to our annual **STATE OF THE REGION** report that will monitor and track our success. We thank the Thrive Quality of Life Committee, Chair Tera Johnson, Thrive staff Julia Popolizio, and the project report's author, Andy Lewis from the UW-Extension Center for Community & Economic Development.



Jennifer Alexander
Thrive President



John Biondi
Thrive Board Chair



The Thrive Quality of Life Committee was established in the summer of 2007 with a short-term goal to contribute to the targeted dimensions of quality of life in the region and a long-term goal to see measurable improvements in those targeted dimensions of quality of life in the region. The Committee began its efforts by building on the foundation work done by the Collaboration Council's Assets and Opportunities Team earlier in 2007.

This original Team was charged with the task of developing a framework for the Collaboration Council to make an informed decision when selecting quality of life issues. Specifically, the Team had a two-fold task: (1) to find a way to define and measure quality of life; and (2) to recommend quality of life issues to the Collaboration Council in February 2007. For a copy of a complete report summarizing the work of this Team, see: <http://www.thrivehere.org/home/resources/presentations/Assetsandopportunities.aspx>

The Team recommended developing quality of life indicators and metrics that could be measured on a regular basis and monitored over time. Team members were asked to familiarize themselves with reports summarizing the efforts of communities that have attempted to track quality of life indicators over time, such as Truckee Meadows Tomorrow, the West Oakland Environmental Indicators Project, and Wood County, Wisconsin. These reports provided the Assets and Opportunities Team with a starting point for discussion. This project was also based on the models shared by the national Community Indicators Consortium that focuses on community awareness and change (<http://www.communityindicators.net/index.html>).

An initial list of quality of life indicators was compiled based on the studied reports. Members of the Collaboration Council and Assets and Opportunities Team submitted additional suggestions to add to the list. The Assets and Opportunities Team reviewed and edited a list of 120 quality of life indicators organized into 10 categories.

The Thrive Quality of Life Committee began work to develop a dashboard of quality of life indicators that could be used for the Madison Region. They started by reviewing this list of 120 indicators and used a websurvey to prioritize these issues. Economic development professionals in the region also participated in this exercise. The initial intent was to reduce the list of 120 indicators down to 3-4 indicators in each of the 10 categories for a total of 30-40 indicators. To accomplish this, Committee members and economic development professionals ranked the longer list of indicators based on a 5-point scale of importance (1= least important, 5= most important). That ranking yielded the following priority issues:

1. Life at Work:	Ave. Score
Reliable Energy	4.69
Income	4.38
Business Growth	4.23
Employment Growth	4.15
Business Infrastructure	4.15
Job Satisfaction	4.08



2. Life at Leisure:

City and County Parks	4.38
Variety of Leisure Activities	4.15
Youth Leisure Activities	3.92

3. Life at School:

Adult Lifelong Learning Opportunities	4.58
Health of the Wisconsin Idea (The boundaries of the campus are the boundaries of the state)	4.50
Post-Secondary Education	4.31
High School Graduation Rate	4.31
Early Childhood Education	4.31

4. Living a Healthy Life:

Health Insurance Coverage	4.69
Childhood Immunizations	4.00
Prenatal Care	4.00
Exercise Opportunities and Participation	3.92
Preventable Hospitalizations	3.92
Obesity Rates	3.92

5. Life in our Natural Environment

Land Use Planning	4.62
Preservation of Agricultural Lands	4.54
Surface Water Quality	4.46
Access to Public Spaces	4.45

6. Life at Home:

Healthcare Availability	4.62
Residents Living in Poverty	4.00
Subsidized Child Care	4.00

7. Life at Home - Housing

The Cost of a Home (at all levels)	4.58
Shelter for the Homeless	3.92
Affordable Access to High Speed Internet	3.85

8. Life Together - Public Safety

Perception of Public Safety	4.15
Violent Crimes	4.08
Emergency Preparedness	3.92



9. Life Together - Civics and Diversity

Local Government Performance	4.50
Voter Participation	4.33
Volunteerism	4.33
Neighborhoods	4.17

10. Life on the Road

Walkability	4.46
Transportation Investment	4.15
Mass Transit Options	4.08
Bike Ped Options	4.08
Commute Time to Work	4.00

For some of these indicators there are good sources of objective data that will be shared in the following sections. It was agreed that a public survey could help measure some of the subjective quality of life indicators and would also help determine if public perception matched what could be discovered in these data sources. To supplement the objective data in this report, a survey was drafted by the Committee and reviewed by staff of the Survey Research Lab at U.W. River Falls. The survey was then pre-tested by employees of UW-Extension in each of the eight county offices within the region (community-based educators and support staff).

The final survey was randomly mailed to 1,500 households within the Madison Region in the spring of 2008. Samples within each county were based on the percentage of population within the region. There were 413 responses for a 95% confidence level with a confidence interval of 5. In other words, based on the responses to date, if 50% of the sample picked an answer, we are 95% confident if we asked the question of the entire relevant population, 45-55% would pick the same answer.

In reporting the findings of the survey there are instances when we report results by Dane County vs. the rest of the region. In many cases the differences are not statistically significant and are shared to show similarities rather than differences. In a few instances there are issues where residents outside of Dane County have different perspectives than Dane County residents. In addition, respondents were asked to share their perceptions about both their communities and the eight-county region. Therefore, you will see references to both community and region.

Only selective results from the survey have been used in this report. There is a wealth of data in the survey worthy of further study. Complete results from the survey can be found on-line at:

<http://www.thrivehere.org/media/documents/Internal/QOFLcommittee/QualityOfLifeResults.pdf>

Note: It is important to note that the ranking of issues and distribution of the survey in the spring of 2008 preceded the June floods and the last big spike in gas prices. These are the kinds of events that might have a profound impact on people's perception of quality of life issues in the region. Secondly, the survey respondents tended to be older and less racially diverse than the general population.



Quality of Life Committee Members:

Thrive Board Members:

Tera Johnson	Quality of Life Committee Chair, President, Steele Ventures
Jon Bales	Superintendent, DeForest Area School District
Mark Cullen	Chairman, J.P. Cullen & Sons, Inc.
Sonya Newenhouse	Founder and President, Madison Environmental Group
John Biondi (Ad Hoc)	President, C5-6 Technologies

Non-Board Members:

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Jim Welsh	Executive Director, Natural Heritage Land Trust
Joan Gillman	Director of Special Industry Programs, Executive Education, University of Wisconsin-Madison School of Business
Joe Tregoning	
K. "Casey" Newman	Office of Policy, Budget, and Finance Director, WisDOT
Phyllis Wilhelm	Director, Economic Development, MGE
Renee Lauber	Board President, Willy Street Co-Op
Peter Rickman	Executive Staffer, Epic Systems Corporation

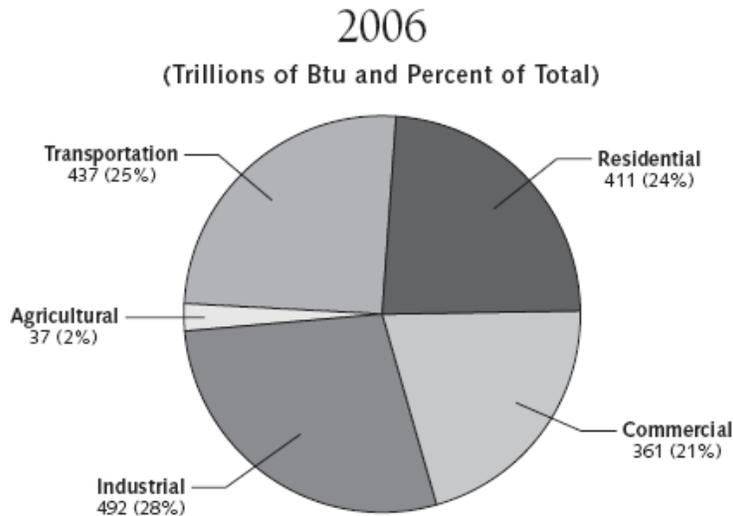


According to the 2007 Wisconsin Energy Statistics report, resource energy consumption in Wisconsin decreased 2.1 percent in 2006 after increasing 0.6 percent in 2005. Despite the decrease in energy consumption, Wisconsin set a new record for energy spending due to increasing energy costs. Wisconsin spent almost \$19.5 billion on energy, an increase of \$1.1 billion over 2005.

In 2006, the commercial sector consumed about 21% of the energy in the state and increased its consumption by 0.4% in 2006. The industrial sector consumed about 28% of the energy but decreased its consumption by 3.2%. The agricultural sector consumed only 2% of energy total (consumption remained stable). Energy consumption by sector is similar to the national average where 18% of energy is used by the commercial sector and 32.1% is used by industry.

Wisconsin resource energy consumption, by economic sector

Chart 1



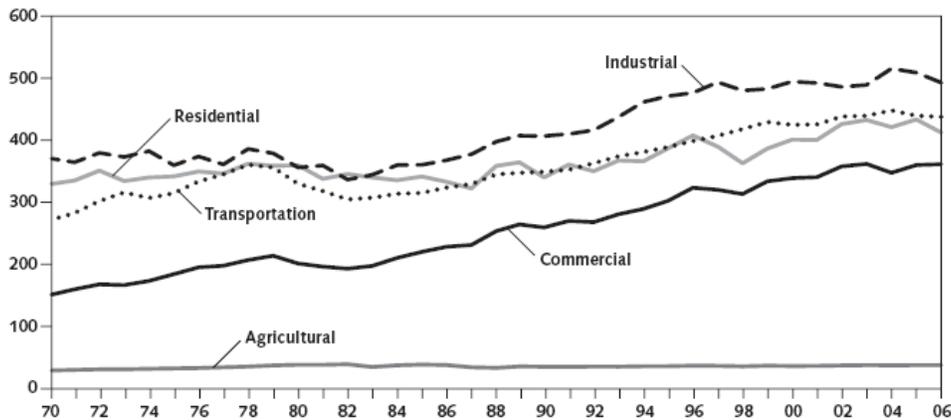
While the state's energy consumption dipped slightly in 2006, it consumed about 51% more energy than it did in 1970, which is slightly higher than the increase for the nation (49%).

Energy consumption

Chart 2

1970-2006

(Trillions of Btu)

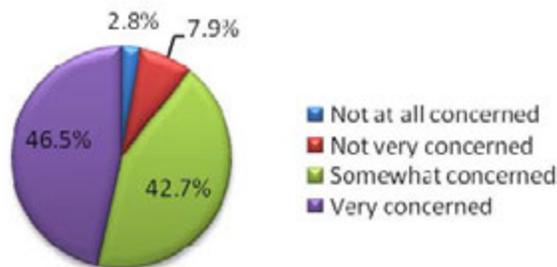


Source: 2007 Wisconsin Energy Statistics, Wisconsin Office of Energy Independence, <http://power.wisconsin.gov/docview.asp?docid=11632&locid=131>

Increasing costs, consumption, and our dependence on external sources for energy generated a large concern within the Madison Region. Responses from the Thrive Quality of Life Survey indicated that 89.2% of the population was concerned or very concerned about having a reliable source of energy for business and industry in the future.

Level of concern about having a reliable source of energy for business and industry in the future

Chart 3



Key Facts:

From 1970 to 2005, personal income added \$18,995 million to the Madison Region in real terms (the annualized growth rate was 2.4%).

Over the last 35 years income growth in the Madison Region has been faster than the state and slower than the nation.

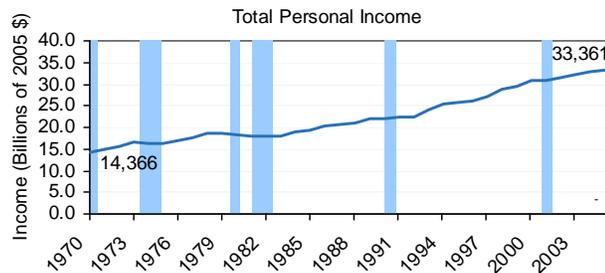
In the latest two economic recovery periods (2001-2005 & 1991-2001), income growth in the Madison Region (up 3.3% & 1.9%) outpaced the state and the nation.

Why is this important?

Personal income is an indicator of the economic well being of the region's residents. Adequate income ensures the ability to purchase necessary items, increases the quality of life for individuals, and supports local economic stability.

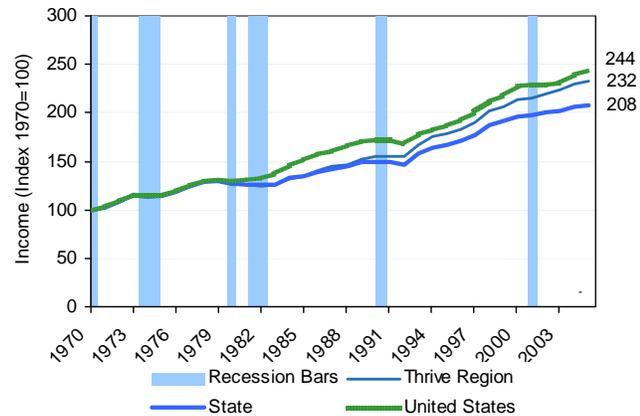
Personal Income

Chart 4



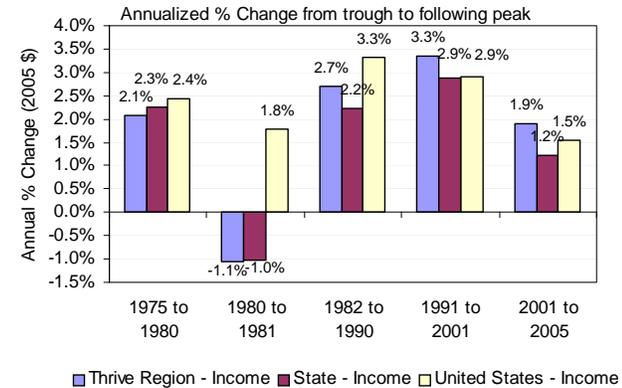
Income compared to the state and nation

Chart 5



Income during recent recoveries

Chart 6



Source: BEA REIS 2004 Table CA30, produced by the Economic Profile System (EPS), Headwater Economics, www.headwaterseconomics.org



Key Facts

In 2005 per capita personal income in the Madison region was \$35,296 and the 5-year PCPI growth rate was 17.2% (Compared to 15.5% for the U.S. and 16.5% for Wisconsin).

Thrive’s PCPI was higher than the state and nation for the entire period of 2000-2005.

In the latest two economic recovery periods (2001-2005 & 1991-2001), per capita income growth in the Madison Region (up 0.9% & 2.1%) outpaced the State and the Nation.

Why is this important?

Per capita personal income (PCPI) is the total personal income divided by the total population of the area.

PCPI is an indicator of the economic well being of the region’s residents. Adequate income ensures the ability to purchase necessary items, increases the quality of life for individuals, and supports local economic stability. Per capita income ranged from a low of \$23,438 in Iowa County to a high of \$40,007 in Dane County in 2005. In addition, the PCPI growth in the Madison region has been relatively high during the most recent recession periods.

Source: BEA REIS 2004 Table CA30, produced by the Economic Profile System (EPS), Headwater Economics, www.headwaterseconomics.org

Per capita income
Chart 7

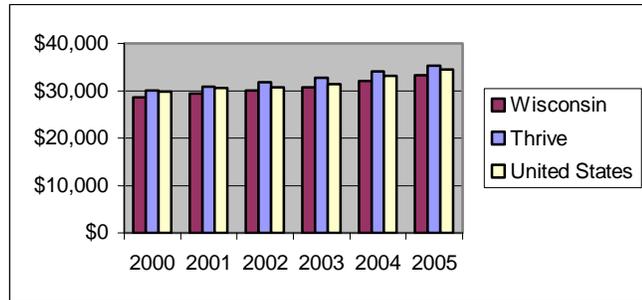
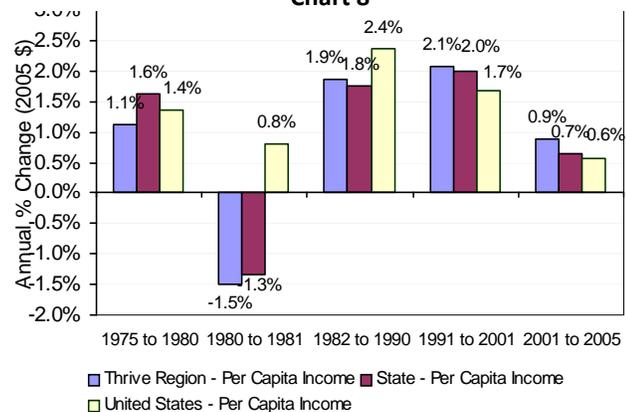


Chart 8



Source: Bureau of Economic Analysis, <http://www.bea.gov/bea/regional/reis/default.cfm?catable=CA1-3§ion=2>



Key Facts

In 2005, Madison regional proprietors' share of total employment (18%) was higher than proprietors' income share of total (7%).

From 1970 to 2005, proprietors' income share of total fell by 44.7%, while proprietors' employment share of total grew by 5.5%.

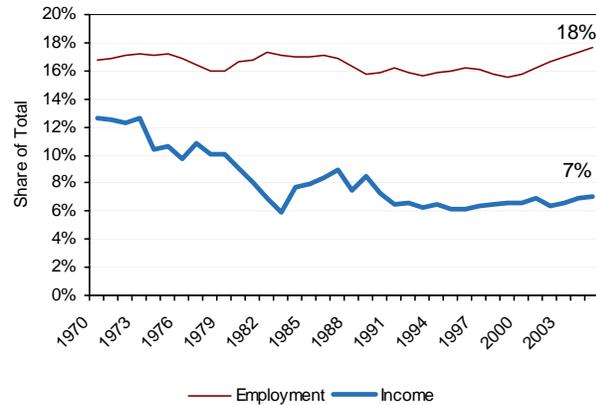
From 1970 to 2005, average wage and salary disbursements grew at an annualized rate of 0.2% (adjusted for inflation), faster than average non-farm proprietors' income, which fell by 1.4%.

In 2005, average wage and salary disbursements were \$34,809 (adjusted for inflation), more than average non-farm proprietors' income (\$21,442).

In 1970, it was the other way around. Average non-farm proprietors' income was \$35,569 (adjusted for inflation), more than average wage and salary disbursements (\$32,490).

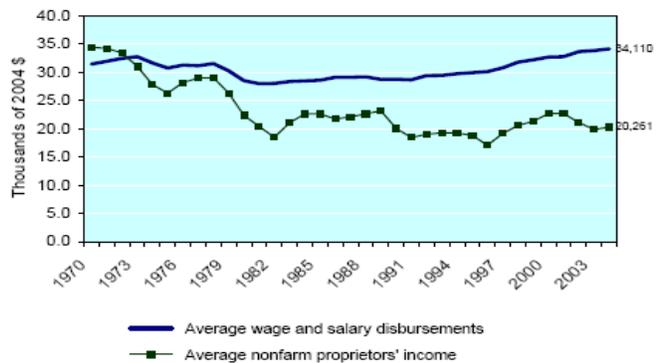
Regional proprietors' share of total (income vs. employment)

Chart 9



How are regional proprietors doing?

Chart 10



Source: BEA REIS 2004 Table CA30, produced by the Economic Profile System (EPS), Headwater Economics, www.headwaterseconomics.org

Why is this important?

“Proprietors” refers to employment and income from sole proprietorships, partnerships, and tax-except cooperatives.

“Wage and salary” refers to employees; those who work for someone else. Growth of proprietor employment and income can be a healthy sign that opportunities for entrepreneurship exist. Another way to gauge the health of small business growth is to look at changes in businesses by type and size of establishment.



Key Facts

Employment of wage and salary employment (people who work for someone else) contributed to 81% of new employment from 1970 to 2005, and 73% of new employment since 1995.

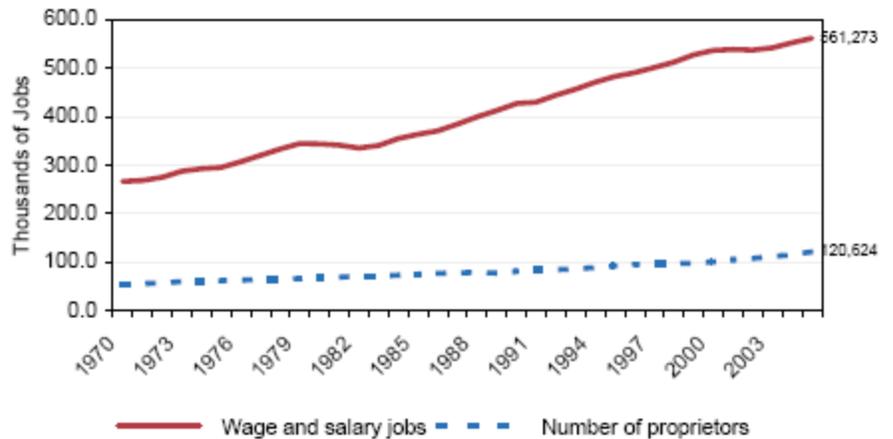
In 1970, proprietors represented 16.8% of total employment; by 2005, they represented 17.7%.

Over the last 35 years job growth in the Madison Region has outpaced that of the state and the nation.

Job growth during recessionary periods has been relatively strong in the Madison Region compared to the State and nation.

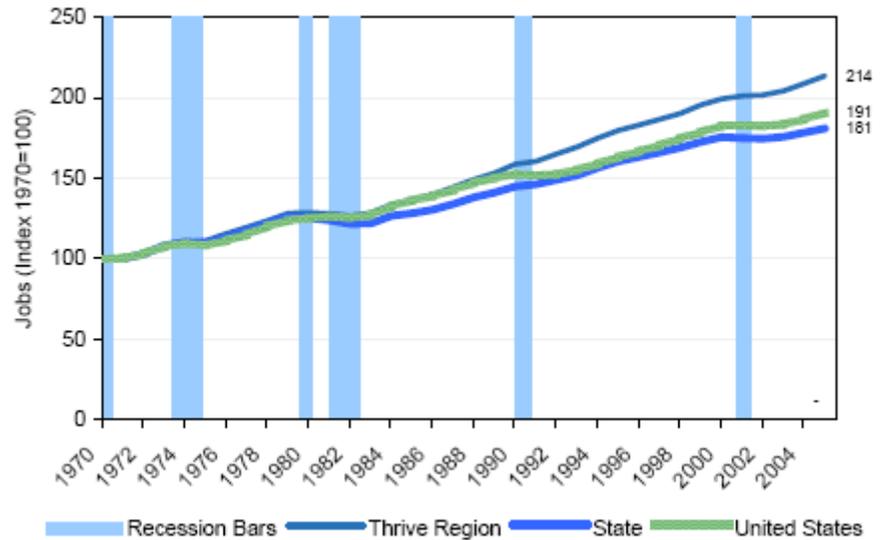
Number of jobs & proprietors

Chart 11



Jobs compared to the state and nation

Chart 12

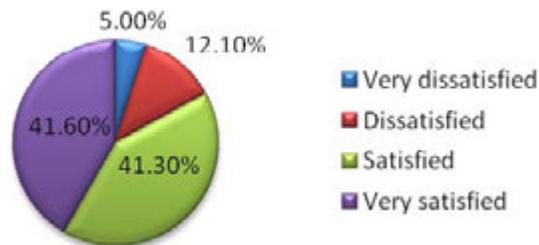


Source: BEA REIS 2004 Table CA30, produced by the Economic Profile System (EPS), Headwater Economics, www.headwaterseconomics.org



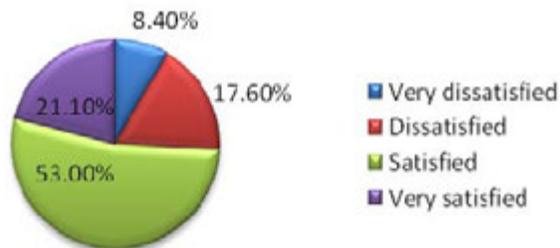
The Thrive Quality of Life Survey asked residents, “How satisfied are you with your current job?” and 82.9% of respondents said they were very satisfied or satisfied. 78% of those under the age of 55, and 87% of those aged 18-35 indicated they were satisfied or very satisfied with their current job.

Job satisfaction in the Madison Region: All respondents in the Madison Region
Chart 13



There was a lower satisfaction with the current level of income. 26% of respondents in the Madison Region said they were either dissatisfied or very dissatisfied with their current level of income. Nearly 30% of those under the age of 55 were dissatisfied or very dissatisfied with their current level of income.

Satisfaction with current level of income: All respondents in the Madison Region
Chart 14



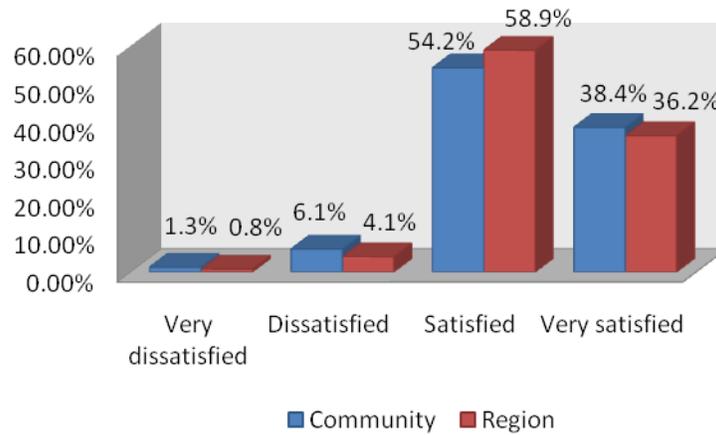
While those aged 18-35 were more likely to be satisfied with their present job, 32% were not satisfied with their current level of income. Females were more likely to be dissatisfied with their jobs (19% vs. 16% for males) and their current level of income (31% vs. 22% for males). The difference was even more striking by race: 23% of non-white respondents indicated a level of dissatisfaction with their current job and almost half (47%) indicated they were not satisfied with their current level of income.



Parks, Open Space & Recreation

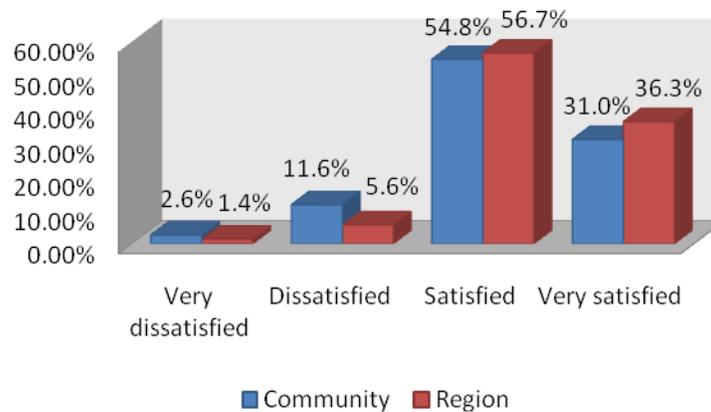
The vast majority of Thrive survey respondents were satisfied with the parks and open spaces within the region and within their immediate community.

Satisfaction with parks & open space
Chart 15



In general, residents are also very satisfied with the variety of recreation, arts and leisure opportunities for adults and youth within the region. 93% of survey respondents indicated they were either satisfied or very satisfied with the variety of recreation, arts, and leisure activities for **adults** within the Madison Region. The percentage dropped to 87% when asked about these same activities for **youth** in the region, but dropped only slightly for households with children (84%).

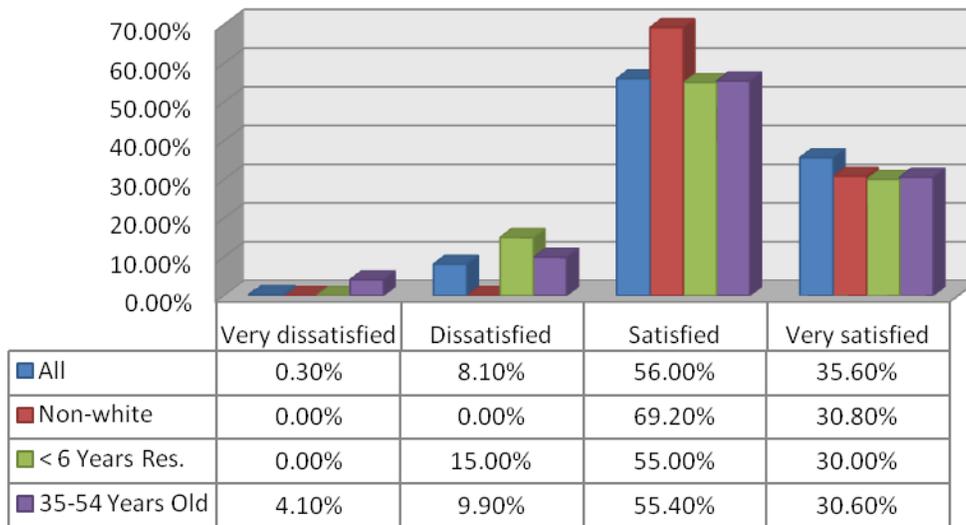
Satisfaction with the variety of recreation, arts, and leisure activities for adults
Chart 16



The vast majority of residents in the Madison Region are satisfied with their access to lifelong learning opportunities. Approximately 92% of all respondents in the region said they were very satisfied or satisfied with their access to lifelong learning opportunities. Factors such as income, race, and educational attainment level did not appear to have much impact on the responses with almost all sub-categories indicating that 90%+ were satisfied with the lifelong learning opportunities in the region. 100% percent of the non-white respondents indicated a satisfied/very satisfied response. Residents who had lived in the region for less than 6 years were slightly less satisfied, while only 85% of this sub-group indicated they were satisfied/very satisfied with their opportunities. This might indicate an opportunity for the University and Technical College Systems to promote their opportunities to new residents. In addition, 88% of the residents between the ages of 35 and 54 indicated a response of satisfied/very satisfied.

How satisfied are you with your access to lifelong learning opportunities in the region?

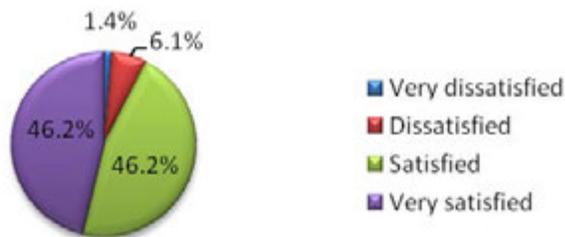
Chart 17



Likewise, the strength of the “Wisconsin Idea” appears to be strong, with 92% of respondents indicating they are satisfied or very satisfied with the University of Wisconsin’s ability to conduct and apply research to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state. Likewise, 94% of the respondents indicated they are satisfied or very satisfied with the post-secondary education opportunities within the region. While they may be satisfied with the opportunities, there is some indication access to those opportunities needs to be improved. When residents were asked to specifically identify quality of life issues they would like to change, “improving access to higher education” received the second highest number of responses (7.8%).

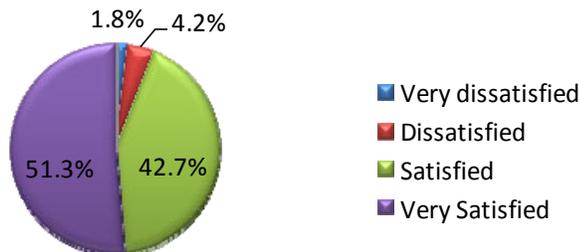
How satisfied are you with the University of Wisconsin’s ability to conduct and apply research to solve problems and improve health, quality of life, the environment and agriculture for all state citizens?

Chart 18



How satisfied are you with the post-secondary education opportunities in the region?

Chart 19



High School Graduation Rates

The 2006-2007 graduation rate for high schools with at least a portion of the district within the Madison Region was 90.7%. The graduation rate expressed as a percentage is calculated as the number of graduates (i.e., recipients of regular high school diplomas) divided by the total number of students expected to complete high school. This rate is also known as the Regular Diploma Completion Rate. This is just slightly higher than the state average of 89.6%. However, there were 15 high schools (23.8% of the schools in the region) with a graduation rate lower than the state average. In the 2005-2006 school year, there were only 13 (20.6%) high schools in the region below the state average.

Madison Region schools with a graduation rate lower than the state average ('06-'07):

Table 1

County	School District	Regular Diplomas
Rock	Beloit	75.60%
Sauk	Weston	76.90%
Dane	Madison Metropolitan	81.80%
Rock	Edgerton	83.50%
Jefferson	Watertown	85.30%
Iowa	Iowa-Grant	85.60%
Jefferson	Jefferson	85.70%
Dane	Belleville	85.90%
Green	Monroe	86.10%
Rock	Janesville	86.60%
Columbia	Cambria-Friesland	87.50%
Green	Brodhead	87.50%
Sauk	Baraboo	89.00%
Columbia	Pardeeville Area	89.20%
Jefferson	Fort Atkinson	89.40%
Wisconsin		89.60%

Why is this important?

Perhaps there is no better predictor of income than educational attainment. The U.S. Census Bureau reports the average annual income for an individual with a Bachelor's degree in 1999 was \$48,378 compared to the average income of \$24,030 for the high school graduate (See table 1). A high school dropout earns just 49% of what an average adult worker earns each year. As was pointed out in a recent Wisconsin State Journal article (5-19-08), it is difficult to make state comparisons because there are multiple ways of calculating "graduation rates".

Source: Wisconsin's Information Network for Successful Schools (WINSS) Database,
<http://data.dpi.state.wi.us/data/questions.asp?fullkey=056678037ZZZ&DN=Wisconsin+Dells&SN=None+Chosen&TYPECODE=6&CTY=56&ORGLLEVEL=DI>

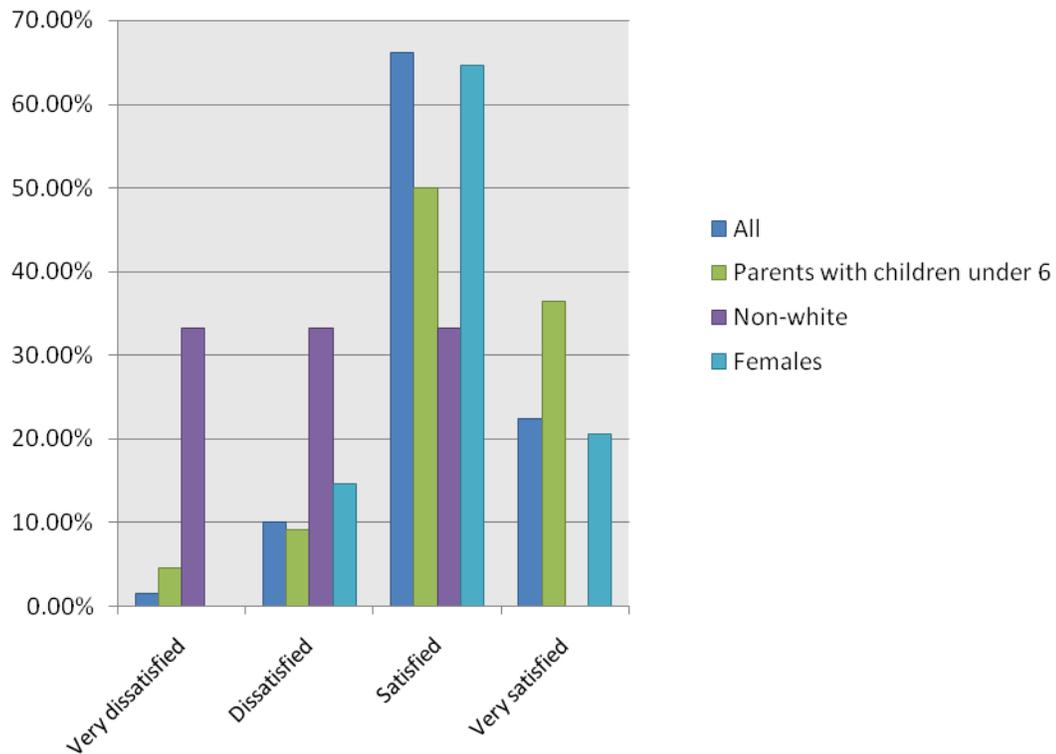


Early Childhood Education

When households were asked about their level of satisfaction with the early childhood education (pre-school) opportunities, the majority were satisfied or very satisfied with the available opportunities within their communities (87.3%) and within the region (88.6%). Households with children under the age of 6 (86.4% were satisfied or very satisfied) and females (85.3% were very satisfied or satisfied) were within the range that could be explained by the confidence interval. For non-white households the majority of respondents were dissatisfied with early childhood options. None of these households were very satisfied while 66% indicated they were dissatisfied or very dissatisfied with the early childhood education opportunities.

Level of satisfaction with early childhood education opportunities within the region

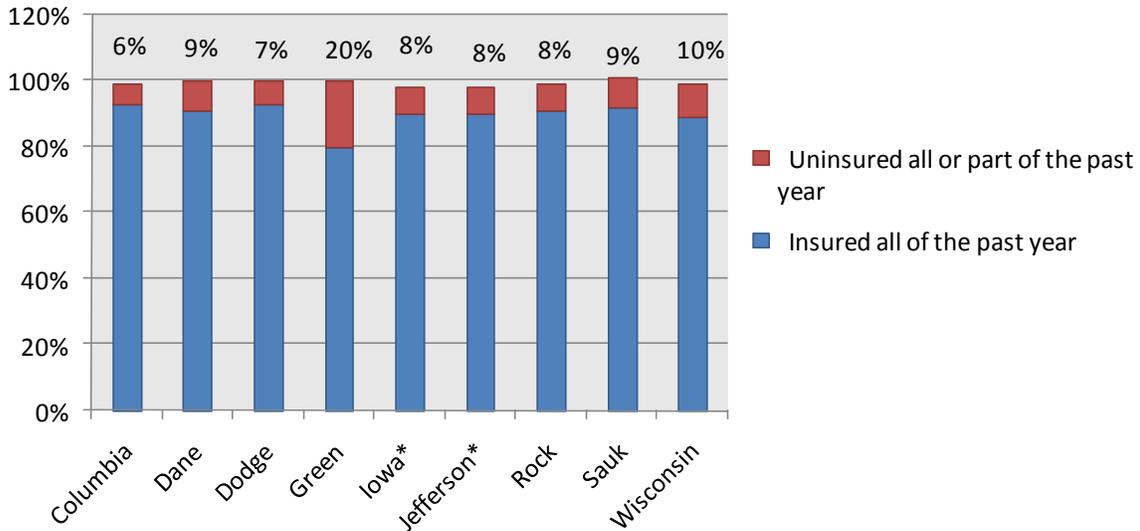
Chart 20



Estimates of the percent of the population with health insurance coverage over the past year are available from the Wisconsin Family Health Surveys conducted by the Wisconsin Department of Health and Family Services. Based on the data collected from 2004-2006, the percentage of the population that was insured all of the past year ranged from a low of 80% in Green County to a high of 94% in Columbia County. 19% of the Green County population was without health insurance for the entire year, which is likely reflective of the agricultural economy in that county. Approximately 89% of the State's residents were insured all of the past year.

Insurance status of Madison Region counties

Chart 21



Source: Wisconsin Family Health Survey results, DHFS, released 4-28-2008, <http://dhfs.wisconsin.gov/localdata/fhs/index.htm>
 * County level data was not available for Iowa or Jefferson, so the data for the Southern DHFS district was substituted.

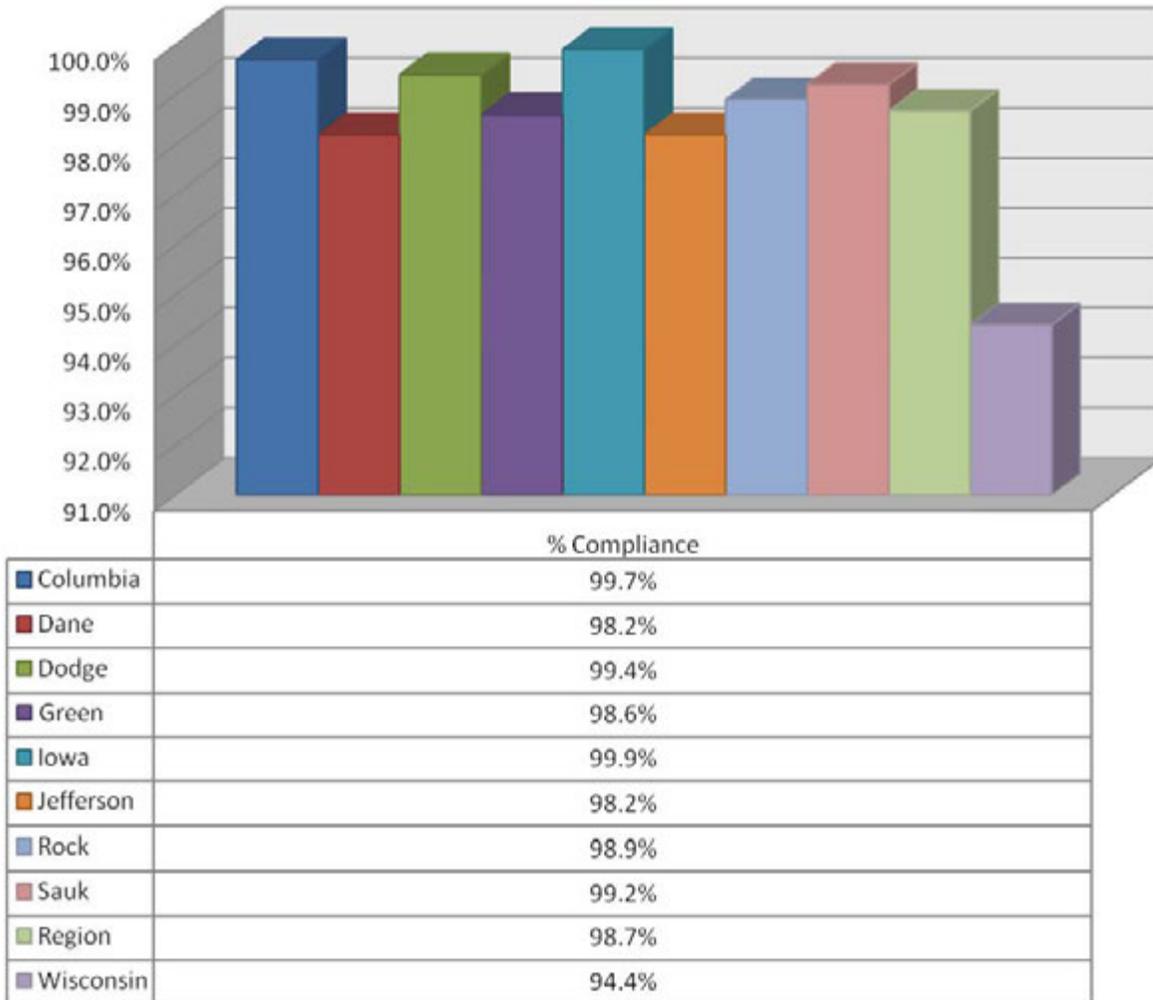
Nearly 92% of respondents to the Thrive Quality of Life survey indicated they had health insurance the past 12 months (93.5% for Dane County and 91.9% for the counties outside of Dane). Approximately 3.7% of the households indicated they were without health insurance for the entire year (5.3% for those counties outside of Dane County). These results are close to the DHFS estimates but would indicate a slightly higher level of insurance coverage.



Childhood Immunization/Prenatal Care

According to the 2005 Public Health Profiles generated by DHFS, approximately 98.7% of the children in grades K-12 are in compliance with their immunizations. That compares favorably with the state average of 94.4%. All counties within the Madison Region exceeded the state average and yet there were more than 54,000 children in the Madison Region not in compliance with immunization.

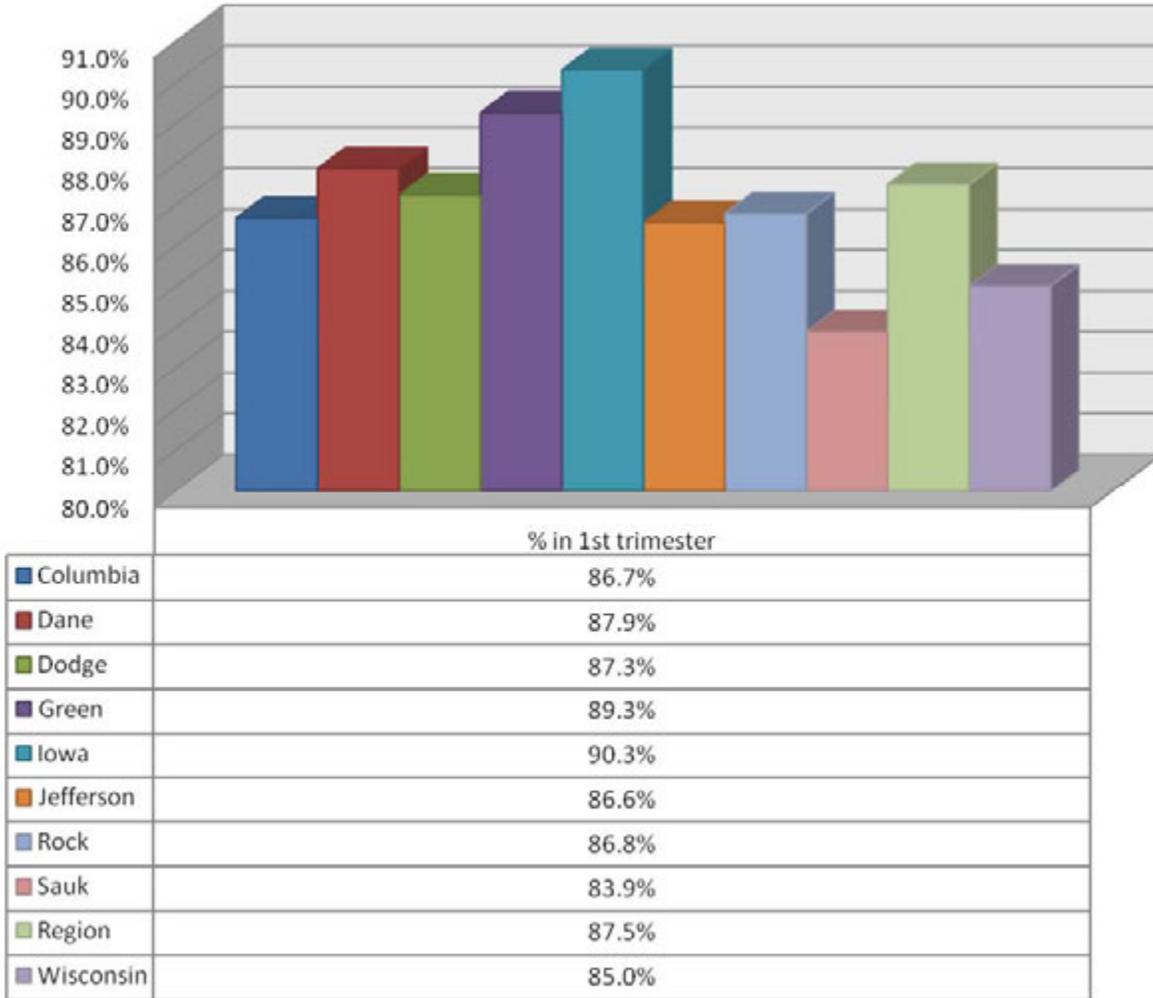
Percent of children (K-12) in compliance with their immunizations
Chart 22



Childhood Immunization/Prenatal Care

Prenatal Care: Percentage of mothers with prenatal visits in the first trimester

Chart 23



Source: 2005 Public Health Profiles generated by DHFS, <http://dhfs.wisconsin.gov/localdata/pubhlthprofiles.htm>

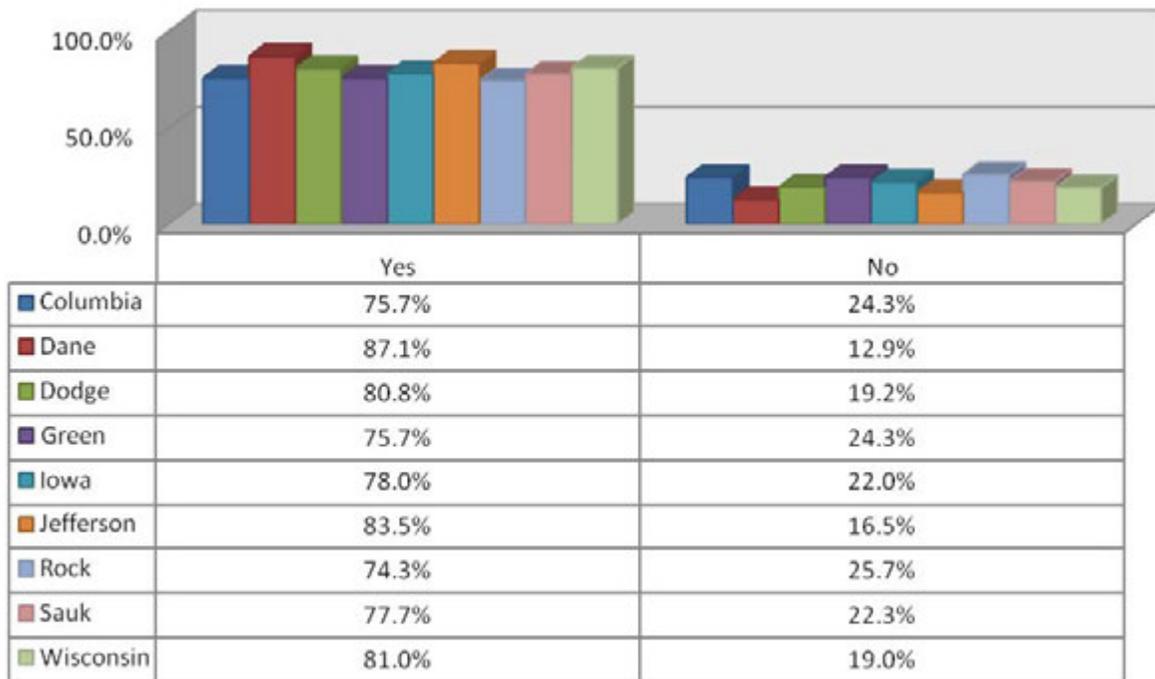


Exercise Opportunities and Participation

The Wisconsin Behavioral Risk Factor Survey (BRFS) indicates the number of residents who exercise ranges from a high of 87.1% in Dane County to a low of 74.3% in Rock County compared to 81% for the state.

During the last month, other than your regular job, did you participate in any physical activities or exercise such as running, calisthenics, golf, gardening, or walking for exercise?

Chart 24



The Thrive Quality of Life survey also indicated a relatively high level of regular physical activity with 85% of the residents within the region indicating they engage in physical activity for a combined total of 30 minutes or more at least one day a week. More than half of the respondents (53.1%) indicated they were engaging in physical activity three or more days a week.

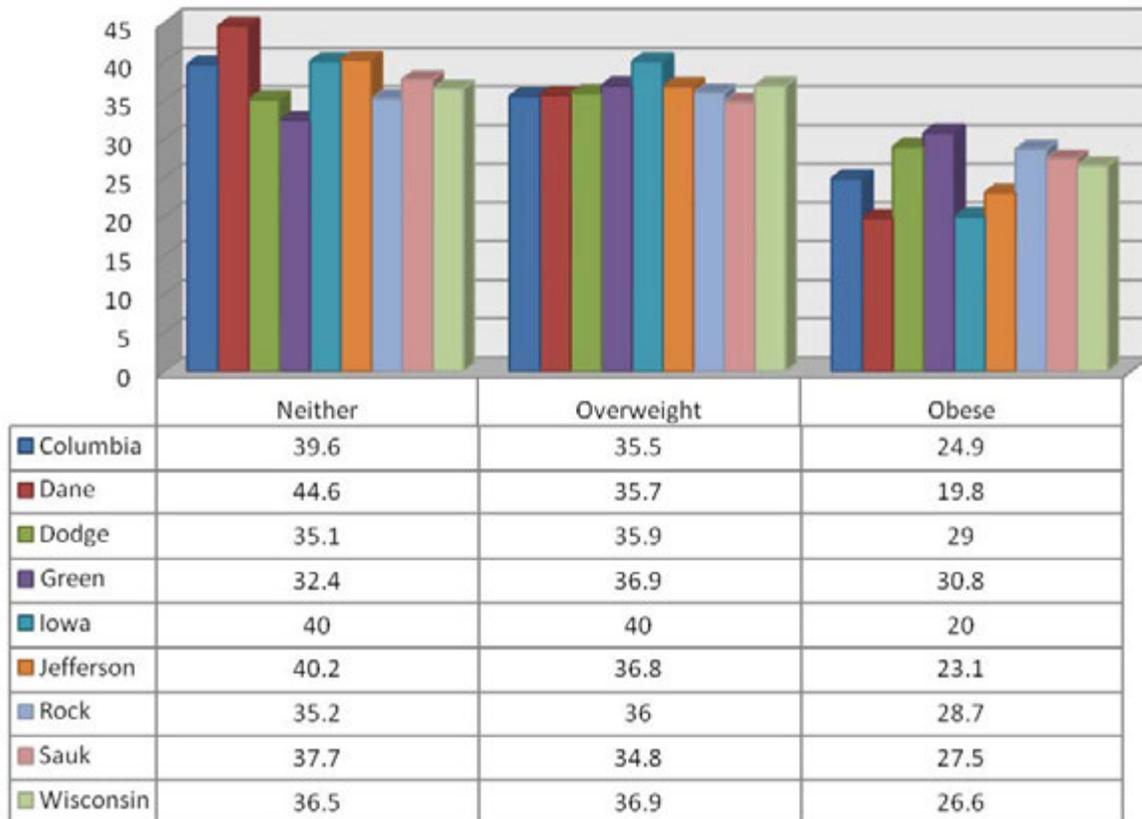


Exercise Opportunities and Participation

The Wisconsin Behavioral Risk Factor Survey (BRFS) also indicates that half of the counties within the Madison Region have an obesity rate lower than the state (Columbia, Dane, Iowa, and Jefferson), while four counties were higher than the state average (Dodge, Green, Rock and Sauk)

Percent of adults who are obese or overweight
(2004-2006 combined survey results)

Chart 25



Source: Wisconsin Behavioral Risk Factor Survey (BRFS), 2004-2006 survey data,
<http://dhfs.wisconsin.gov/wish/measures/BRFS/allCounty.htm>



Preventable Hospitalizations

In 2005, there were 12,214 hospitalizations costing almost \$158 million, for conditions where timely and effective ambulatory care could reduce the likelihood of hospitalization. The county rate of preventable hospitalizations ranged from a low of 11.3 per thousand in Jefferson County to a high of 18 per thousand in Columbia County. Only three of the counties in the Madison Region had a preventable hospitalization rate lower than the state average. The average stay by county ranged from 3.7 days to 4.7 days and the average charge ranged from \$9,870 to \$13,283 dollars. Five of the eight counties had an average charge lower than the state average. On a per capita basis, the cost of these hospitalizations ranged from \$132 to \$221.

Preventable hospitalizations

Table 2

Columbia	996	18	3.8	\$12,251	\$12,201,996	\$221
Dane	4858	10.5	4.2	\$13,283	\$64,528,814	\$140
Dodge	1296	14.6	3.7	\$12,068	\$15,640,128	\$176
Green	561	15.8	3.9	\$13,199	\$7,404,639	\$208
Iowa	318	13.4	3.3	\$9,870	\$3,138,660	\$132
Jefferson	901	11.3	3.7	\$12,196	\$10,988,596	\$138
Rock	2333	14.8	4.7	\$14,217	\$33,168,261	\$210
Sauk	951	16.1	3.7	\$11,296	\$10,742,496	\$182
Region	12214				\$157,813,590	
Wisconsin	81130	14.5	4	\$12,891		\$187

Source: 2005 Public Health Profiles generated by DHFS, <http://dhfs.wisconsin.gov/localdata/pubhlthprofiles.htm>

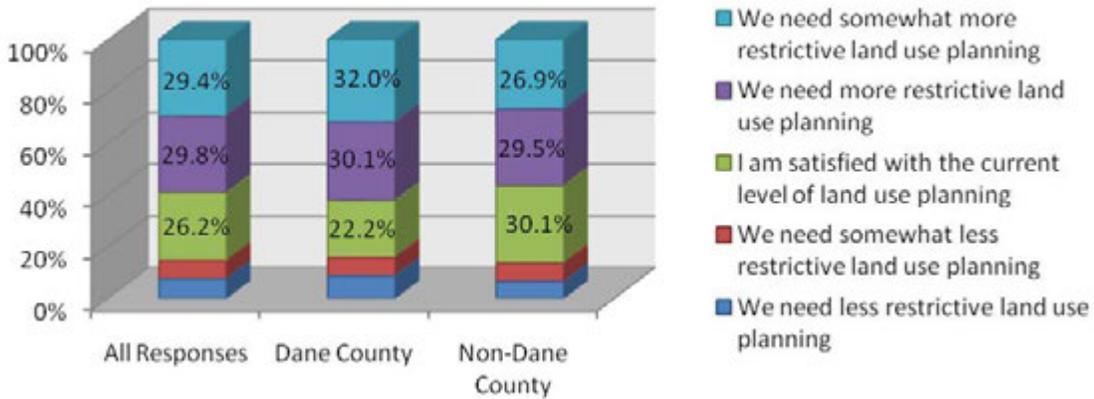


Land Use Planning Efforts

Residents responding to the Thrive Quality of Life Survey indicated a majority (59.2%) of residents feel that land use planning should be somewhat more/more restrictive. There was a slight variation depending on place of residency. 62% of Dane County residents indicated a desire for more restrictive land use planning within the region compared to 56% of residents who live outside of the Dane County area. All three groups indicated they were more satisfied with their community land use planning efforts when compared to regional efforts.

General opinion about land use planning efforts in the region

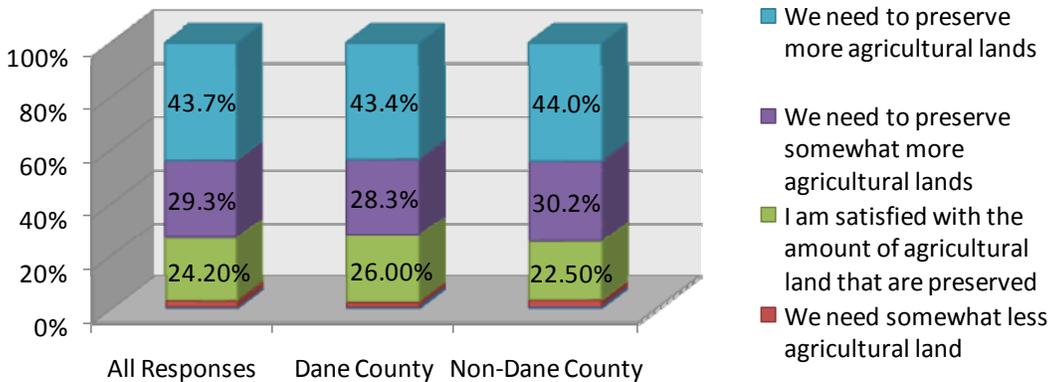
Chart 26



In particular, residents appear to be most concerned about preserving agricultural lands. 74% of residents in the Madison Region feel we need to preserve more or somewhat more agricultural lands. Non-Dane County residents were only slightly more likely to feel this way.

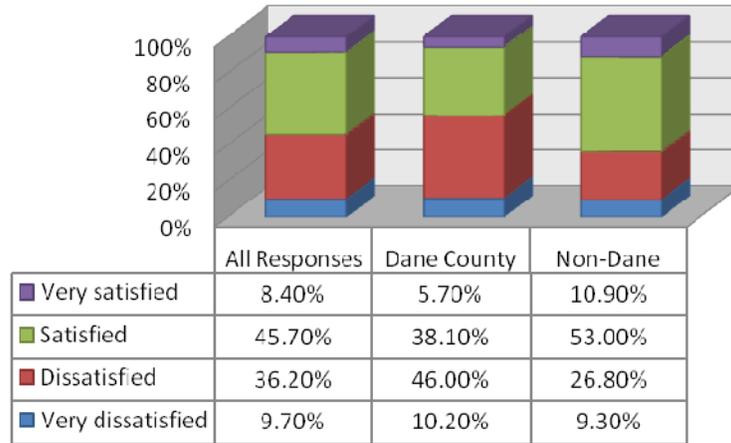
General opinion about agricultural land preservation efforts within the region

Chart 27



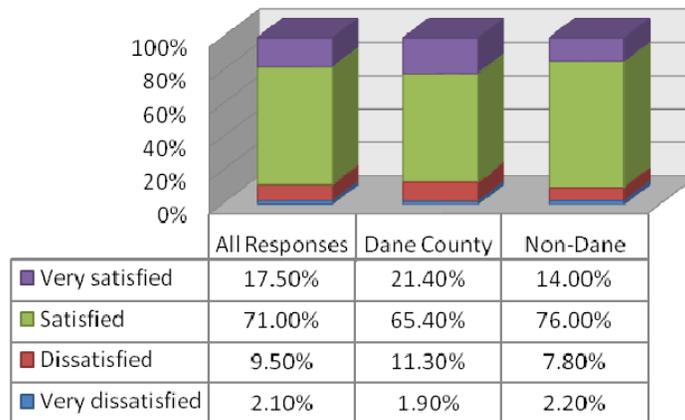
Residents have some very different opinions about the efforts to protect surface water quality in the region. The majority of Dane County residents (56.2%) were either dissatisfied or very dissatisfied with the efforts to preserve surface water quality, compared to 36.1% of non-Dane County residents. As a whole, a slight majority (54.1%) of residents were either satisfied or very satisfied with current efforts.

Level of satisfaction with efforts to protect surface water quality within the region
Chart 28



88.5% of survey respondents indicated they were very satisfied or satisfied with **regional** efforts to preserve and maintain public spaces. An almost equal number (85.8%) were satisfied with their **community** efforts to protect and maintain public spaces. This data would indicate these efforts are a real strength within the Madison Region.

Level of satisfaction with efforts to preserve and maintain public spaces
Chart 29



Healthcare Availability/Poverty

About 9% of the survey respondents indicated they experienced a need for healthcare in the last year but were unable to receive it. There were no significant differences within most sub-groups other than race and income. Race was a significant issue with 22.2% of non-white respondents indicating a challenge in receiving healthcare when it was needed.

Percent indicating a need for healthcare in the last year but were unable to receive it

Table 3

	All	Non-White	White
Yes	9.20%	22.20%	8.60%
No	90.80%	77.80%	91.40%

In 2005 the poverty rate in the Madison Region was 9.2%, ranging from a high of 11.1% in Dane County to a low of 6.2% in Columbia County. While the regional poverty rate and the rate for all of the counties except Dane had a lower rate than the state (10.2%), there were still 87,973 residents in the region living in poverty (up from 70,318 in 2000).

Percentage of population living in poverty

Table 4

	%	# in poverty
Columbia County	6.20%	3,433
Dane County	11.10%	50,850
Dodge County	6.70%	5,903
Green County	7.00%	2,462
Iowa County	6.80%	1,603
Jefferson County	7.00%	5,553
Rock County	8.80%	13,863
Sauk County	7.80%	4,308
8-County Region	9.2%	87,973
Wisconsin	10.20%	

Sources: 2005 Public Health Profiles generated by DHFS, <http://dhfs.wisconsin.gov/localdata/pubhlthprofiles.htm>, Stats Indiana, http://www.stats.indiana.edu/uspr/a/us_profile_frame.html, and DataPlace, www.dataplace.org



Healthcare Availability/Poverty

According to the Thrive Quality of Life Survey, poverty is an issue of concern for residents. 43.6% of the respondents were very concerned about the number of individuals living in poverty, while an additional 43.9% expressed some concern (87.5% concerned or very concerned).

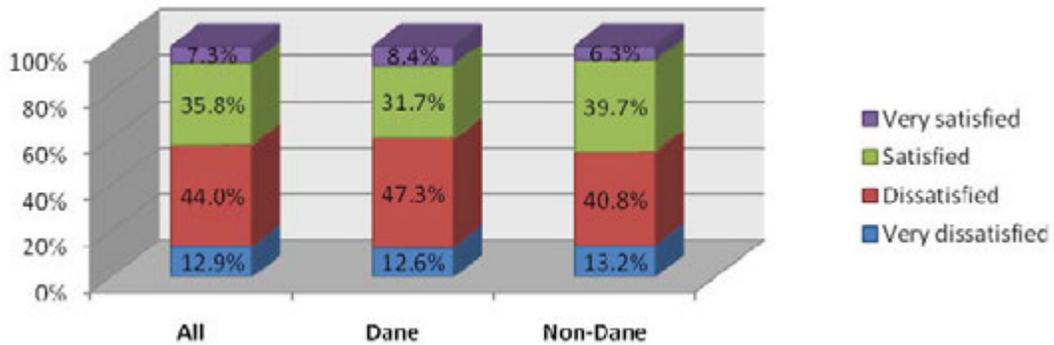
Level of concern about the number of individuals living in poverty in the region
Chart 30



The Thrive Quality of Life Survey indicated a majority of residents (56.9%) were either dissatisfied or very dissatisfied with the affordability of housing for all income levels within the region. This percentage dropped only slightly to 54% for the non-Dane County residents. However, when looking at the immediate **community**, 59% of Dane County residents expressed dissatisfaction with housing in their community, while 48% of non-Dane county residents expressed some dissatisfaction.

Level of satisfaction with the affordability of housing for all income levels within the region

Chart 31



With the exception of Dane County, home ownership within the Madison Region is above the state and national average. The data would suggest that outside of Dane County, most of the region fares comparably well on housing affordability measures:

Table 5

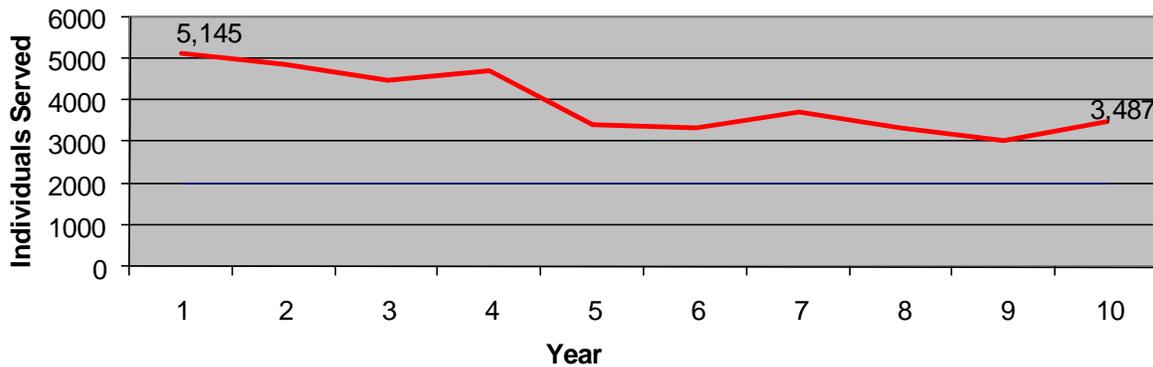
	Home Ownership (2000)	Pct. hhlds. with inc. 0-80% of area median with hsg. cost burden (2000)	Pct. hhld. w/inc. 0-80% of area median w/severe hsg. cost burden (2000)	Fair market rent for two bedroom apartments (2006)	Avg. dollar amt. of loans for home purchase of 1 to 4 fam. units (2005)	Med. borrower inc. for own.-occ. purch., 1 to 4 fam. incl. manuf. (2005)	Median income of purch. borrowers (1 to 4 fam.)/median hhld. inc. (2005)
Columbia County	74.9%	42.0%	17.3%	\$621	\$129,996	\$58,000	1.1
Dane County	57.6%	53.1%	24.9%	\$752	\$166,035	\$69,000	1.2
Dodge County	73.5%	41.0%	16.8%	\$618	\$120,570	\$54,000	1.0
Green County	73.7%	40.2%	17.1%	\$533	\$126,491	\$59,000	1.2
Iowa County	75.8%	46.4%	20.2%	\$597	\$133,251	\$60,000	1.2
Jefferson County	71.7%	40.6%	15.8%	\$680	\$134,419	\$60,000	1.1
Rock County	71.2%	43.4%	18.0%	\$627	\$104,378	\$53,000	1.0
Sauk County	73.3%	44.9%	19.8%	\$592	\$135,415	\$53,000	1.1
Wisconsin	68.4%	44.3%	19.8%		\$138,760	\$59,000	1.1
USA	66.2%	51.0%	25.8%		\$183,054	\$70,000	1.4

Sources: DataPlace, <http://www.dataplace.org/>

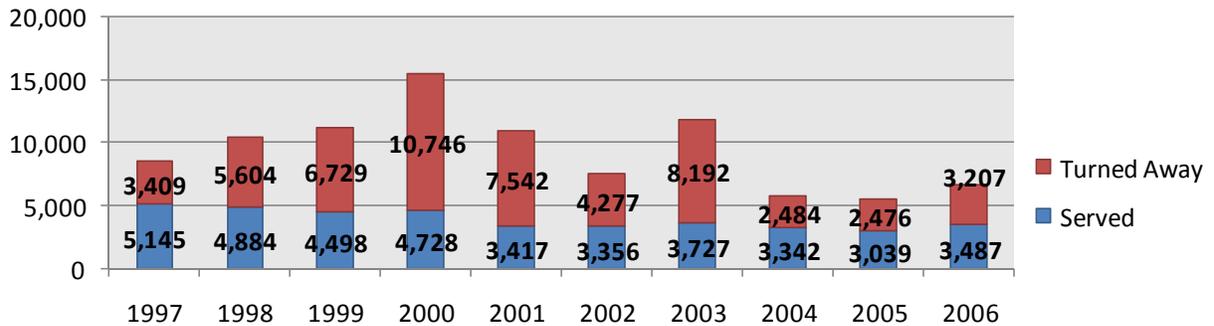


The City of Madison reports there were 3,487 individuals who stayed at least one night in a Dane County Shelter program. In addition, there were 3,207 individuals turned away without shelter. The city estimates there are 6,694 individuals in the greater Madison area who are homeless.

Individuals served in shelters in Dane County
Chart 32



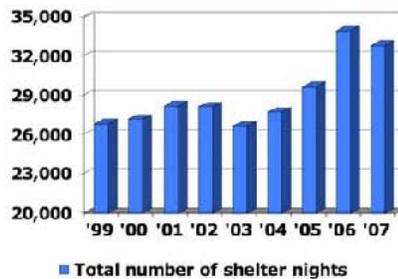
Total of homeless served and turned away
(Madison Region)
Chart 33



Porchlight, a nonprofit organization providing shelter to the homeless in Dane County, reports it provided over 32,000 nights of shelter to homeless single men in Dane County in 2007 (down slightly from 2006).

Shelter nights provided by drop-in shelter

Chart 34



Sources: Porchlight Inc., <http://www.porchlightinc.org/homelessness.html>, 2006 Annual Report on the Homeless Served in Dane County, City of Madison, <http://www.cityofmadison.com/CDBG/docs/HomelessRpt2006.pdf>

While the Quality of Life Survey did not ask respondents about the specific issue of homelessness, 87.5% of respondents indicated they were somewhat concerned or very concerned about the number of individuals living in poverty within the region.

Level of concern about the number of individuals living in poverty in the region

Chart 35

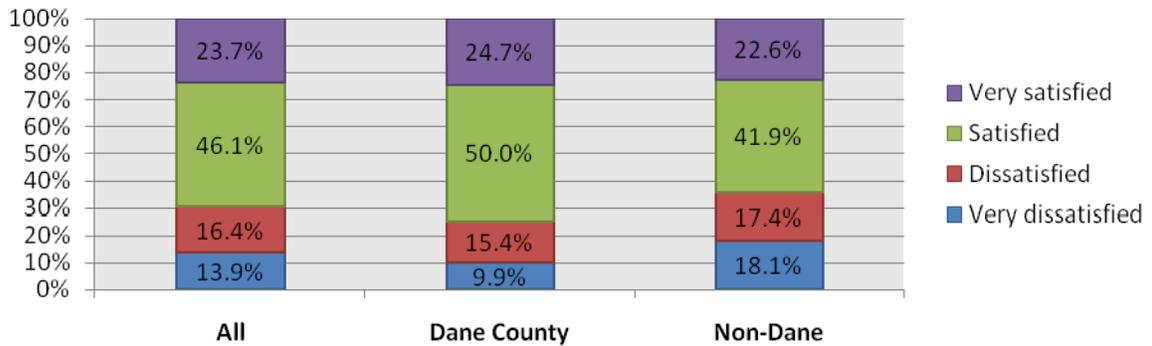


Affordable High Speed Internet Access

Responses to the Quality of Life Survey would indicate the majority of residents were satisfied or very satisfied with the current level of access to high speed Internet access, but there is clearly room for improvement. Even within Dane County, only a quarter of the residents were very satisfied with their service. As might be expected, Madison Region residents outside of Dane County were less satisfied with their service (64.5% were satisfied/very satisfied) than Dane County residents (74.7% were satisfied or very satisfied).

Level of satisfaction with current level of access to high speed internet at home

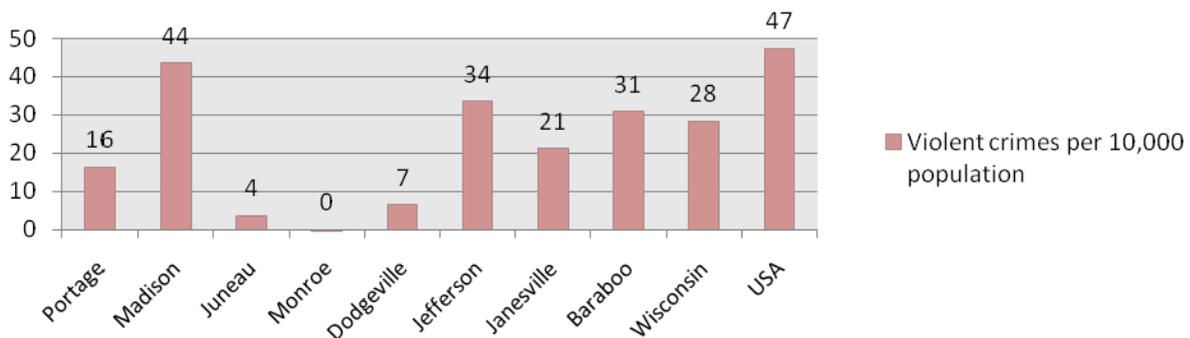
Chart 36



An analysis of crimes reported to the local police departments indicates violent crimes are lower than the national average within the Madison Region. The FBI reports violent crimes by police jurisdiction. Statistics for counties only reflect those calls received by the County Sherriff's office, which does not include calls coming into municipal police departments within the county. For that reason, the county seats in each county were selected for this analysis. An analysis of violent crimes per 10,000 population illustrates the fact that violent crimes in each of the eight county seats are lower than the national average (47 per 10,000 population). Three of the county seats within the region (Madison, Jefferson, and Baraboo), are higher than the state average (28 per 10,000).

Violent crimes per 10,000 population

Chart 37

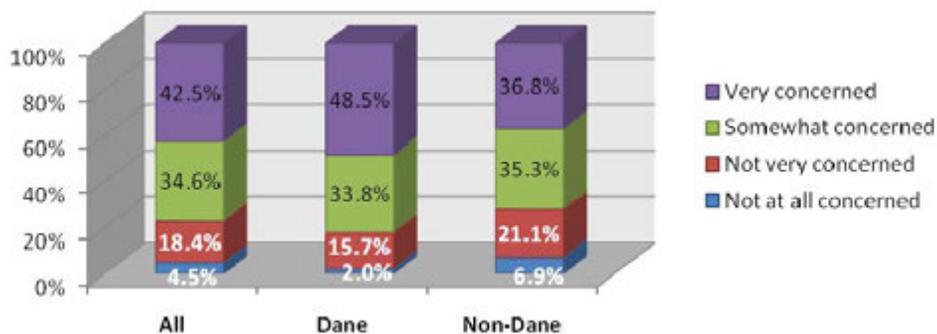


Sources: FBI, http://www.fbi.gov/ucr/cius2006/data/table_10_wi.html

When it comes to public perception, more than three quarters of the respondents in the Quality of Life Survey indicated they were concerned or very concerned about violent crimes within their community. In Dane County, 48.5% of the respondents indicated they were very concerned about violent crimes compared to 36.8% of respondents outside of Dane County. More than 90% of the women in the region indicated they were concerned or very concerned about violent crimes in the region, with 56% indicating they were very concerned.

Level of concern about violent crimes in the community

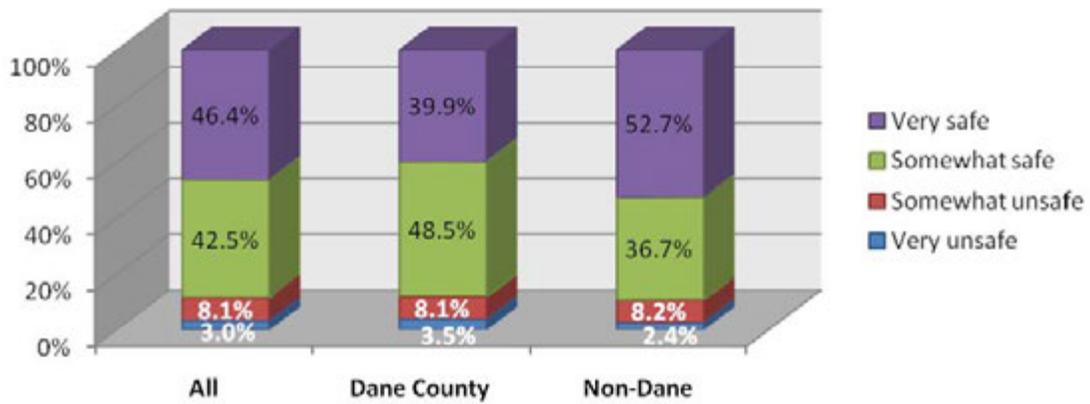
Chart 38



Despite concerns over violent crimes, 88.9% of survey respondents within the region said they feel safe or very safe in their community. 52.7% of respondents from outside of Dane County said they felt very safe in their own **community**, but only 24.1% of those respondents felt the same way about the **region**.

How safe do you feel in your community?

Chart 39

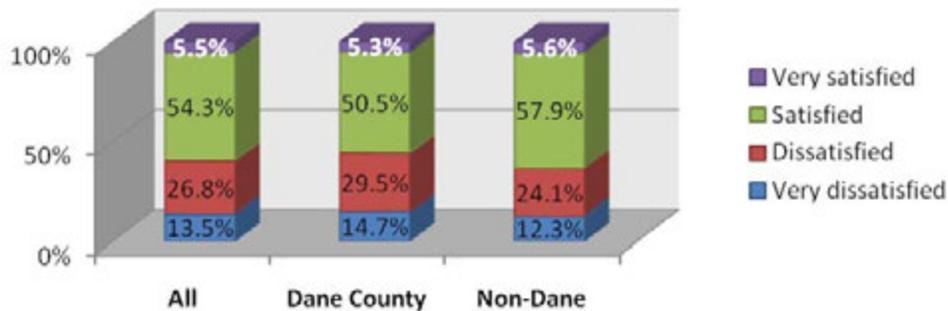


Local Government Performance

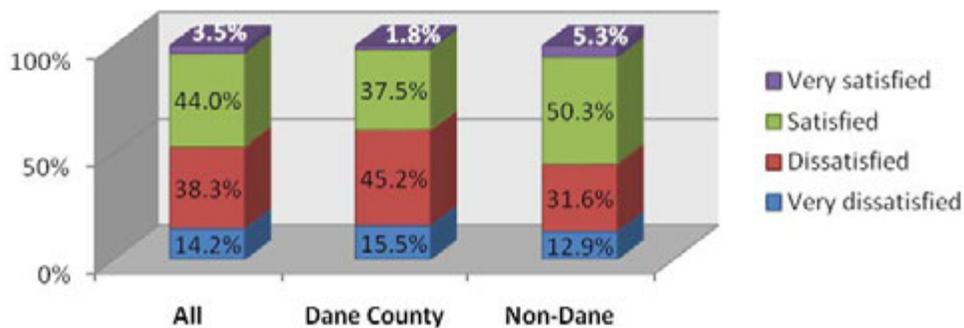
The slight majority of Thrive Quality of Life Survey respondents were satisfied or very satisfied with the performance of government within their city town or village (59.8%). They were only slightly less satisfied with government performance within their county. And yet, the majority of respondents were dissatisfied or very dissatisfied (58.1%) with their ability to influence decisions made by community leaders within the **region**. They were almost equally dissatisfied (52.5%) with their ability to influence decisions made by community leaders within their **community**.

However, non-Dane County residents were more likely to be satisfied or very satisfied (55.6%) than Dane County residents (39.3%) with their ability to influence decisions at the community level.

Satisfaction with the performance of government within your city, town, village
Chart 40



Level of satisfaction with ability to influence decisions made by community leaders within the community
Chart 41



Voter Participation/Volunteerism

Voter participation and volunteerism rates are often used as a measure of civic engagement. Based on the 2006 fall elections, the Madison Region voter participation rate (51.4%) is no better than the state average (51.5%). Voter participation ranged from a high of 58.1% in Dane County to a low of 36.2% in Rock County.

Voter participation rates, fall election, 2006

Table 6

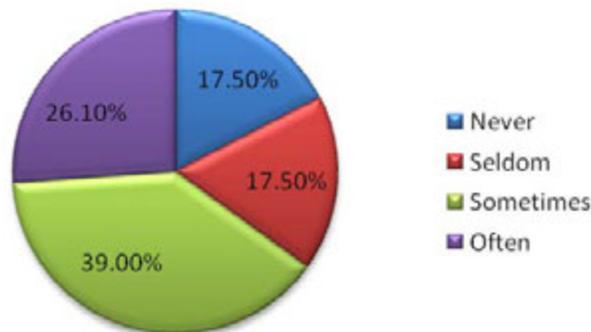
	Voter Turn Out, Fall of '06	18 years and over (2006)	VPA % Turnout (Fall '06)
Columbia County	22,319	43,014	51.9%
Dane County	210,657	362,844	58.1%
Dodge County	31,246	69,759	44.8%
Green County	13,346	27,310	48.9%
Iowa County	9,157	18,008	50.8%
Jefferson County	31,339	61,634	50.8%
Rock County	43,413	119,928	36.2%
Sauk County	22,184	44,593	49.7%
Thrive Region	383,661	747,090	51.4%
Wisconsin	2,183,155	4,241,563	51.5%

Sources: State Elections Board,
<http://elections.state.wi.us/docview.asp?docid=11077&locid=47>
Stats Indiana,
http://www.stats.indiana.edu/uspr/a/us_profile_frame.html

According to the Thrive Quality of Life Survey, respondents did indicate a relatively high level of volunteerism. More than 65.1% of the respondents in the region indicated they volunteered sometimes or often in the last year. Less than 18% said they never volunteer. These rates of volunteerism are much higher than the 2007 rate of 26.2% for the nation reported by the Bureau of Labor Statistics, or the 44% reported by Independent Sector.

In the last 12 months, did you do volunteer work in the community?

Chart 42



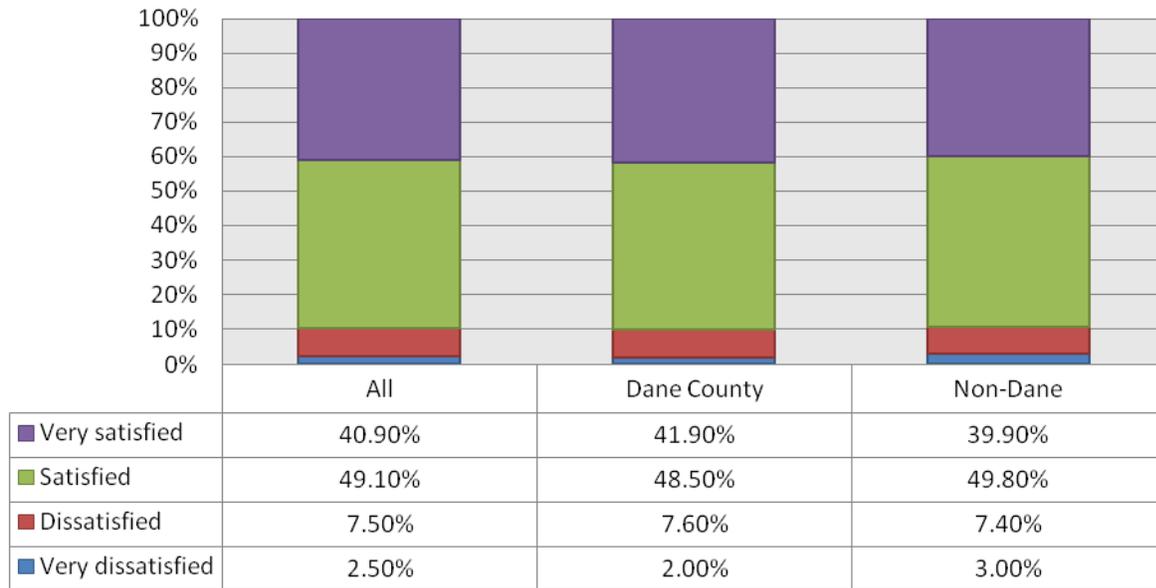
Sources: Bureau of Labor Statistics, <http://www.bls.gov/news.release/volun.nr0.htm>,
Independent Sector, <http://www.independentsector.org/programs/research/gv01main.html>



When asked about neighborhoods, respondents to the Quality of Life Survey indicated a high level of satisfaction regardless of where they lived in the Madison Region. Ninety percent of the respondents indicated they were very satisfied or satisfied with the neighborhood where they resided.

Overall level of satisfaction with the neighborhood where residents live

Chart 43

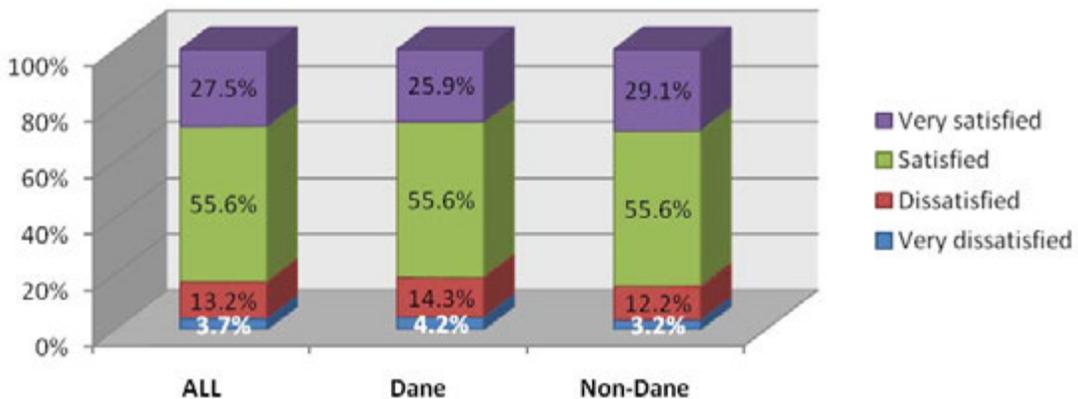


Walkability & Transportation Investments

Residents in the Madison Region are relatively satisfied with the walkability of the region. More than 83.1% of the survey respondents indicated they are satisfied or very satisfied with their ability to safely and easily walk to destinations. Residents outside of Dane County indicated a higher level of satisfaction (84.7%) than Dane County residents (81.5%), but the difference is not statistically significant.

Satisfaction with ability to safely and easily walk to destinations

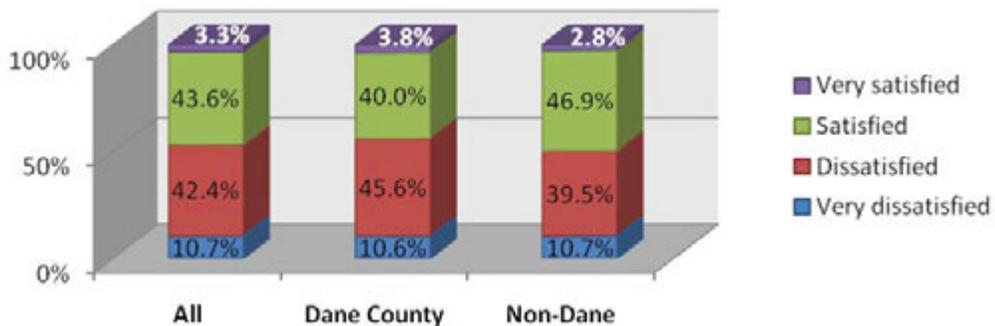
Chart 44



Based on the survey results, the Madison Region appears to be fairly divided when it comes to transportation investments. Slightly more than 50% of the respondents in the region (53.1%), in Dane County (56.2%), and outside of Dane County (50.2%) are either dissatisfied or very dissatisfied with the way the current level of transportation investments are being spent within the region. The region's residents were slightly more satisfied (56.8%) with the way transportation investments were being spent within the community.

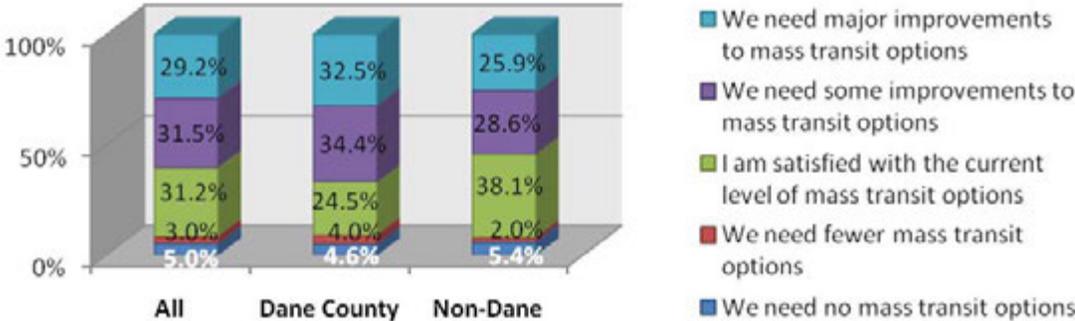
Level of satisfaction with the way transportation investments are being spent

Chart 45



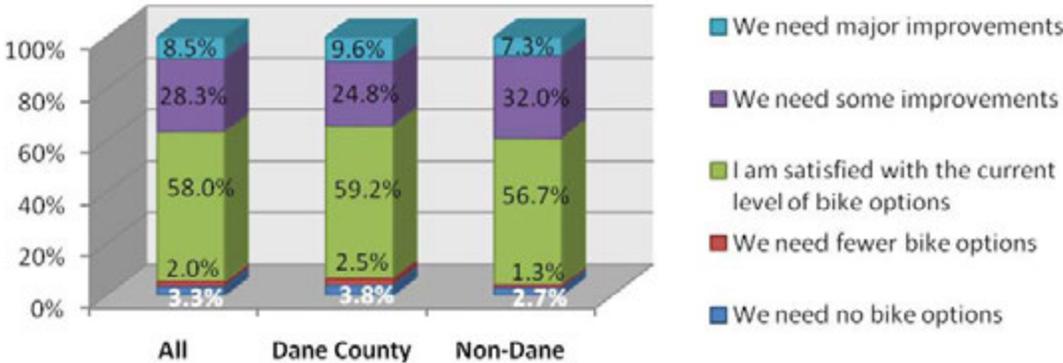
There appears to be a higher level of consensus on the issue of mass transit options. Less than 10% of any sub-group in the survey said we needed fewer or no more mass transit options. 60.7% of the respondents in the region said we needed major improvements or some improvements to the region’s mass transit options.

Level of satisfaction with the current level of mass transit options
Chart 46



Madison Region residents were much more satisfied with their bike options within the region. Survey respondents in the region indicated the majority were satisfied with the current level of bike options, with an additional 36.8% who wanted to see major or some improvements. Residents outside of Dane County were more likely to think more bike options were needed (39.3%).

Level of satisfaction with bike options in the region
Chart 47



Commute Time to Work

While current data from the American Community Survey (ACS) is only available for the metro counties within the region, data from the 2006 ACS shows the mean travel time to work has not changed dramatically between 2000 and 2006. The largest increase occurred in Dodge County where the mean travel time increased by 1.8 minutes. The lowest commute time was in the city of Madison.

Mean travel time to work

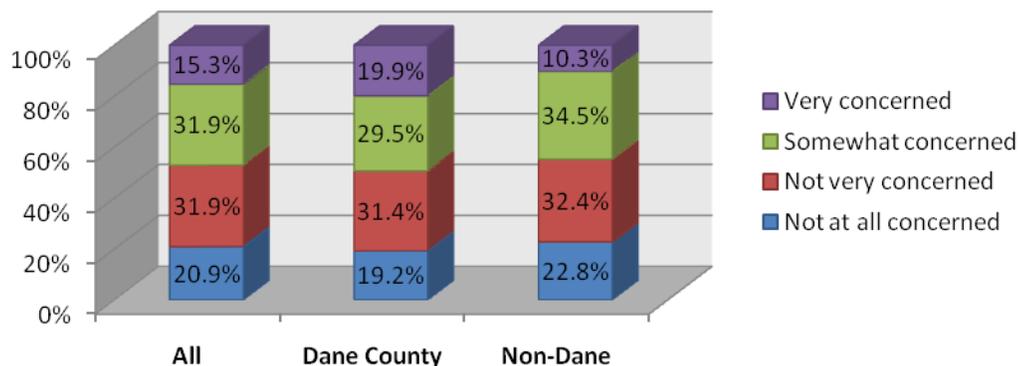
Table 7

	Workers, 16 + yrs (2006)	Drove Alone ('06)	% Drove Alone ('06)	Walked ('06)	% Walked ('06)	Public Transportation ('06)	% Public Transportation ('06)	Mean Travel Time to Work, minutes ('06)	Mean Travel Time to Work, minutes (2000)
Dane	260,812	194,520	74.6%	14,402	5.5%	11,621	4.5%	19.2	19.9
Dodge	43,425	34,797	80.1%	1,784	4.1%	123	0.3%	22.6	20.8
Jefferson	42,796	33,887	79.2%	2,153	5.0%	98	0.2%	22.6	21
Rock	77,876	65,799	84.5%	1,994	2.6%	643	0.8%	21.2	20.3
Madison	120,113	78,174	65.1%	11,702	9.7%	10,501	8.7%	18.1	18.3
Wisconsin	2,821,147	2,253,195	79.9%	99,410	3.5%	53,707	1.9%	20.8	20.8
USA	138,265,905	105,046,395	76.0%	3,951,534	2.9%	6,684,040	4.8%	25	25.5

The region is rather split regarding the perception of commute times. A slight majority (52.8%) are not very or not at all concerned about commute times within the region. On the other hand, 62.9% of survey respondents indicated they are somewhat concerned or very concerned about traffic congestion.

Level of concern regarding commute times

Chart 48



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